



DOWNTOWN
PARRY SOUND

PARRY SOUND DOWNTOWN BUSINESS ASSOCIATION

REQUEST FOR PROPOSALS Social Media Manager

Terms of Reference: The Parry Sound Downtown Business Association (PSDBA) is looking for someone who would be interested in managing all the PSDBA's Social Media.

1. Purpose

The main objective of this RFP is to attract Proposals from qualified individuals who would be interested in managing the DBA's Social Media requirements.

2. Background

Since its establishment in 1977, the Parry Sound Downtown Business Association's (PSDBA) mandate has been to market and beautify Downtown Parry Sound as the primary commercial and business centre in the Parry Sound area.

The PSDBA represents approximately 250 businesses and their employees, as well as the broader community of Parry Sound and the surrounding municipalities. The PSDBA plays an active role advocating for a thriving and diverse community of retailers, restaurants, and services.

Funding for the PSDBA comes from a supplementary tax levied on all commercial buildings within its boundaries. This geographical area represents a dense mix of retail stores, hospitality and tourism services, professional services and social agencies.

3. Project Details

The PSDBA is looking for a qualified individual who is interested in managing the DBA's Social Media requirements. This includes Facebook, Twitter and Instagram. You would also be responsible for creating a Social Media calendar, with the assistance of the DBA's Marketing Committee, and writing a monthly blog.

Specific Objectives:

- a) To follow the DBA's current Social Media Audit in order to promote downtown Parry Sound
- b) To create and maintain a DBA Instagram Page
- c) Manage the DBA's current Facebook page. This includes creating posts, creating Facebook Events as directed by the Events Committee and then boosting these events based on the budget given by the Events Committee. Replying to Facebook messages in a timely matter or relaying the message to the appropriate person.
- d) Manage the DBA's Twitter account.
- e) Prepare a monthly analytics report. Attend the monthly Marketing Meeting to present the report (one-hour time commitment)
- f) Communicate with the DBA's Executive Administrator on a monthly basis to find out about any upcoming special activations or special projects that are planned
- g) Create a yearly Social Media calendar with the guidance of the Marketing Committee
- h) Create at least one 300-500-word blog per month
- i) Attend DBA events and execute a social media marketing plan as directed through the Marketing Committee. This might include doing a live post, pre or post event blog, posting photos before, during and after the event. These events consist of a new event in July (date TBD), the Downtown Car Show on August 15, Halloween in the Downtown in October (date TBD), and the Parry Sound Girlfriends' Weekend.
- j) Cover other Parry Sound events such as the markets, events in the downtown put on by outside groups, and special events put on by a Downtown business.

4. Proposal check list

Respondents are requested to include the following components in their submissions:

- A list of companies whose Social Media you currently manage (minimum of two), explain what platforms you manage for them, what your involvement is, and what is your response time for answering comments and messages.
- An example of a blog you have written
- Any formal Social Media training you have had
- Your fee for approximately 20 hours per month
- Two references including their social media links

6. Submission of Proposals

Submit an electronic copy of your proposal to:

Susan Hrycyna

Executive Administrator

downtown@psdba.ca

All proposals must be received by Tuesday February 4th, 2020 at 4:00pm

7. Other Considerations

- The PSDBA, at its discretion, may select any one proposal or reject any or all proposals. The PSDBA reserves the right to negotiate with any or all proponents.
- Subject to the other provisions of the RFP, the criteria specified are the sole criteria, which will be used for the evaluation of the proposals.